

Vikas Singla

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/268901/publications.pdf>

Version: 2024-02-01

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papers

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citations

2258059

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2550090

3
g-index

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4
docs citations

4
times ranked

3
citing authors

#	ARTICLE	IF	CITATIONS
1	Emotional Branding Scale and Its Role in Formation of Brand Trust. Paradigm, 2019, 23, 148-163.	0.9	6
2	Investigating the effects of retail agglomeration choice behavior on store attractiveness. Journal of Marketing Analytics, 2016, 4, 108-124.	3.7	5
3	Understanding Role of Fonts in Linking Brand Identity to Brand Perception. Corporate Reputation Review, 2022, 25, 272-286.	1.7	4
4	Examining the Effectiveness of Huff Model in Store Performance Assessment. Jindal Journal of Business Research, 2018, 7, 122-134.	0.7	0